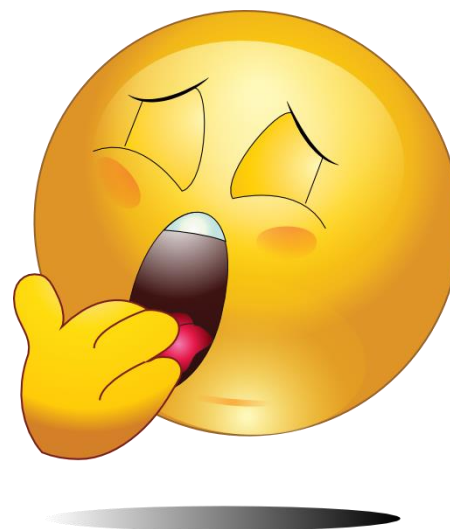




Sector Capability

Designing for Online



Go to <http://mamascheesies.com>



- Planning
- Text
- Layout
- Colours
- Images
- Navigation



My really interesting document.

[illegible]

Most online readers:

- Scan more than they read;
- Scan in an F-shape;
- Look for pretty pictures; and
- Are easily guided by headings and lists.

WCAG2 Guideline 3.1: Readable



Make text content readable and understandable.

- Pre-secondary education reading levels
- Unusual words – Glossary
- Abbreviations – Glossary
- Pronunciation – Glossary



WCAG2 Guideline 1.3: Adaptable



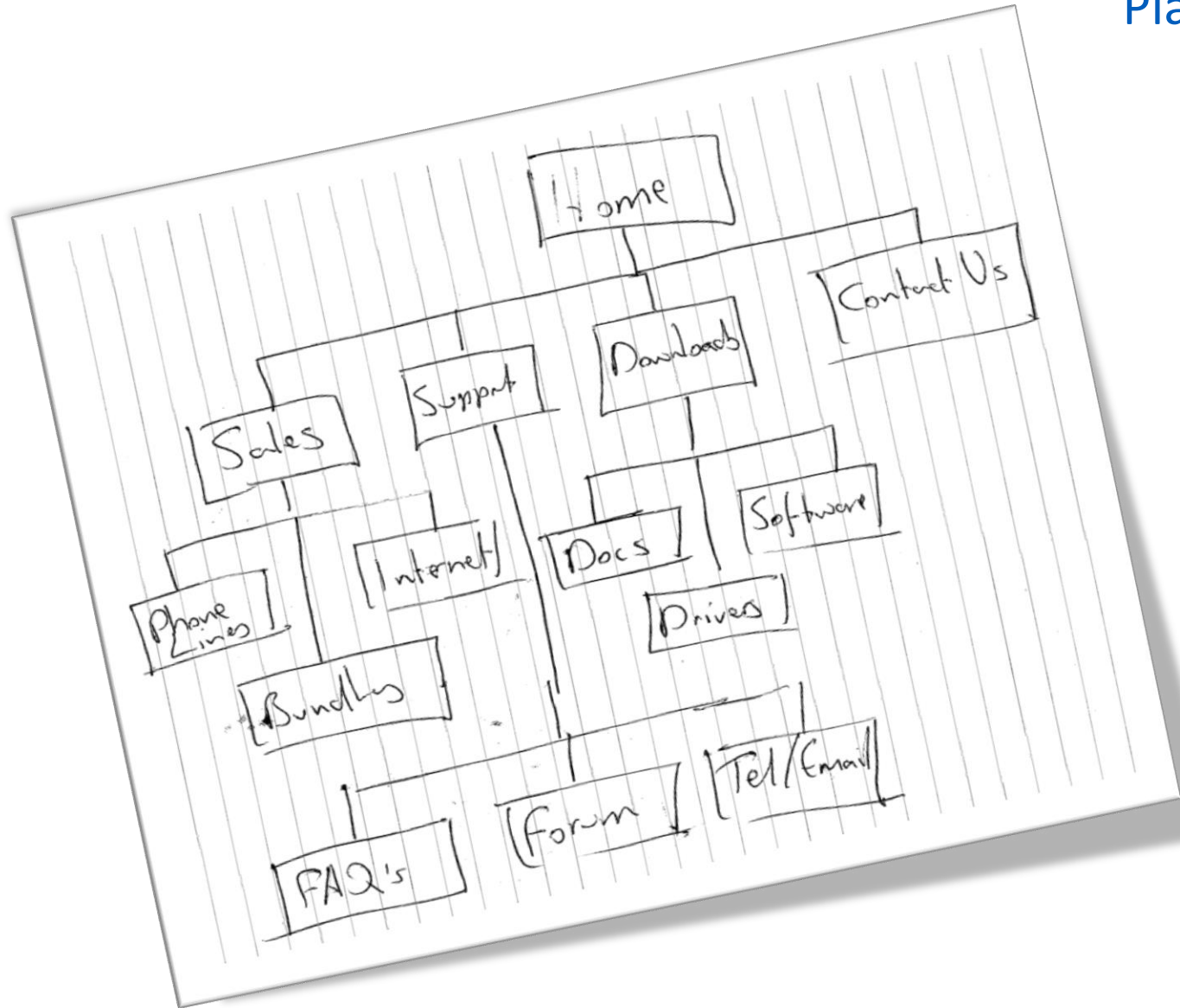
Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Use the set heading styles.

This allows a table of content to be formed.

A TOC can be used by assistive technologies to navigate through the content in a predictable and logical manner.







Front Page

Logo	Banner (Title)		
Sales	Support	Downloads	Contact

Graphic

no Text

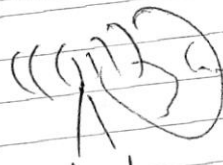
Footer

Sales Page

Logo	Banner (Title)	Sales
Sales	Support	Downloads
Contact		



Phones



Internet



Bundles

Footer

About Geraldton Website Planning

In groups, have a look through the document “About Geraldton”.

Think about how you’d reduce the text and how you’d group information together.

As a group, plan the structure of your website.



Have a play with www.gliffy.com



Kids' favourites for less



Blossom quilt cover set 56977240



Road trip quilt cover set 56967524



Kids' favourites for less



Blossom quilt cover set 56977240



Road trip quilt cover set 56967524

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DICK SMITH Mini Stylus Twin Pack CN5511 **\$17⁹⁸** ~~RRP \$24⁹⁸~~

Bluetooth Selfie Stick Yellow CN6518/CN6519 **\$19⁹⁸** ~~RRP \$43⁹⁸~~

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\$14⁹⁸
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TANDY 32GB microSDHC
2in1 C10
XM1733



\$17⁹⁸
RRP \$24⁹⁸

DICK SMITH Mini Stylus
Twin Pack
CN5511



\$19⁹⁸
RRP \$43⁹⁸

Bluetooth Selfie Stick
Yellow
CN6518/CN6519

Offer is available online only. Offer ends 25/03/2015.

SMART DEALS!

<p>HOT OFFER</p> <p>\$99</p> <p>Volta 'Forer' Bagless Vacuum Cleaner.</p> <p>VOLTA</p> 	<p>GREAT FOR PET HAIR</p> <p>\$299</p> <p>Vax 'Air Pet' Multi-Cyclonic Bagless Vacuum Cleaner.</p> <p>vax</p> 
<p>EXCEPTIONAL PRICE</p> <p>\$367</p> <p>Bosch 'Reo'n' Professional Bagless Vacuum Cleaner.</p> <p>BOSCH</p> 	<p>CLEAN DEAL</p> <p>\$499</p> <p>Dyson DC37 Multi-Floor Vacuum Cleaner.</p> <p>dyson</p> 
<p>AMAZING DEAL</p> <p>\$219</p> <p>Euroflex 'Monster' Steam Mop.</p> <p>euroflex</p> 	<p>GREAT OFFER</p> <p>\$548</p> <p>LG 'Roboking Square' Robotic Floor Cleaner.</p> <p>LG</p> 
<p>HOT!</p> <p>\$386</p> <p>Dyson DC45 Handheld Vacuum Cleaner.</p> <p>dyson</p> 	

SMART DEALS!

HOT OFFER
\$99
Volta 'Forer' Bagless Vacuum Cleaner
VOLTA

GREAT FOR PET HAIR
\$299
Vax 'Air Pet' Multi-Cyclonic Bagless Vacuum Cleaner
vax

EXCEPTIONAL PRICE
\$367
Bosch 'Reo'n' Professional Bagless Vacuum Cleaner
BOSCH

CLEAN DEAL
\$499
Dyson DC37 Multi-Floor Vacuum Cleaner
dyson

AMAZING DEAL
\$219
Euroflex 'Monster' Steam Mop
euroflex

GREAT OFFER
\$548
LG 'Roboking Square' Robotic Floor Cleaner
LG

HOT!
\$386
Dyson DC45 Handheld Vacuum Cleaner
dyson

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As a responsive, capable and quality driven organisation, the principle of partnership underpins our support and services for employers, businesses, organisations and our communities.

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Need specific information? Select the appropriate link below.

[Aboriginal Training Services](#)



DURACK
INSTITUTE OF TECHNOLOGY
ASPIRE | ACHIEVE

Colours - Meanings

Green	<ul style="list-style-type: none">• calm, soothing, reassurance, peaceful, health, growth, life, healing, money
Blue	<ul style="list-style-type: none">• credible, reliable, professional, trust, strength, peace, confidence, integrity
Purple	<ul style="list-style-type: none">• curative, protective, thoughtful, wise, imaginative, royal, luxury, dignity
Yellow	<ul style="list-style-type: none">• enlightening, abundance, caution, clarity, warmth, optimism, cheerful, friendly
Orange	<ul style="list-style-type: none">• energizing, desire, warmth, cheerful, confident
Red	<ul style="list-style-type: none">• demanding, passionate, exciting, youthful, danger, daring, urgency
Gray	<ul style="list-style-type: none">• balance, neutral, calm, stability, security, strong, character, authority, maturity
Black	<ul style="list-style-type: none">• sophistication, power, formality, mystery
White	<ul style="list-style-type: none">• freshness, hope, goodness, light, purity, cleanliness, simplicity, coolness
Pink	<ul style="list-style-type: none">• romance, compassion, faithfulness, beauty, love, sensitivity
Gold	<ul style="list-style-type: none">• wealth, success, status, generous, living, wisdom, charisma, optimistic
Brown	<ul style="list-style-type: none">• stable, reliable, approachable, genuine, organic

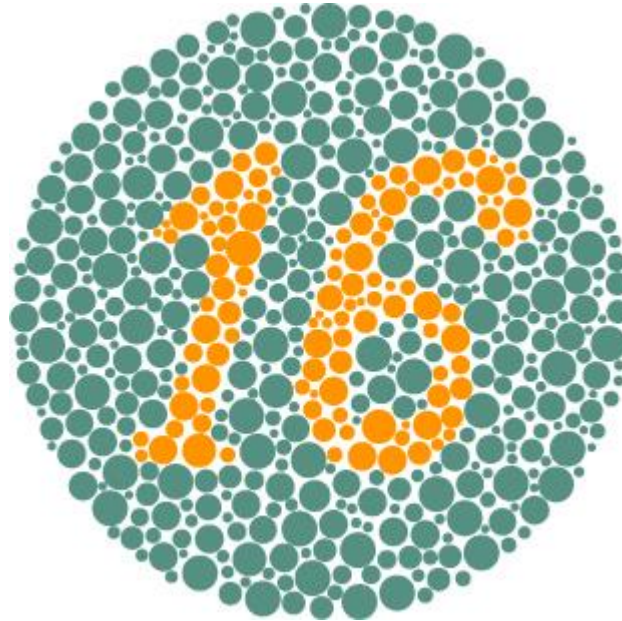
Colours - Accessibility



THE AMERICAN FLAG
AS SEEN

- I.- BY MOST PEOPLE.
- II.- BY RED-BLIND PERSONS.
- III.- BY GREEN-BLIND PERSONS.
- IV.- BY VIOLET-BLIND PERSONS.
- V.- BY TOTALLY COLOR-BLIND PERSONS.

- Around 10% of the population suffer from some form of colour blindness.
- 100% of Americans can't even spell colour.

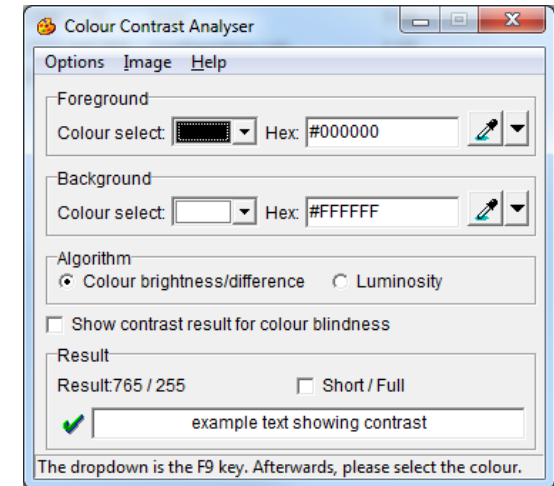


<http://colorvisiontesting.com/ishihara.htm#first test plate>

Colour Contrast Analyser

Checks contrast, foreground against background.

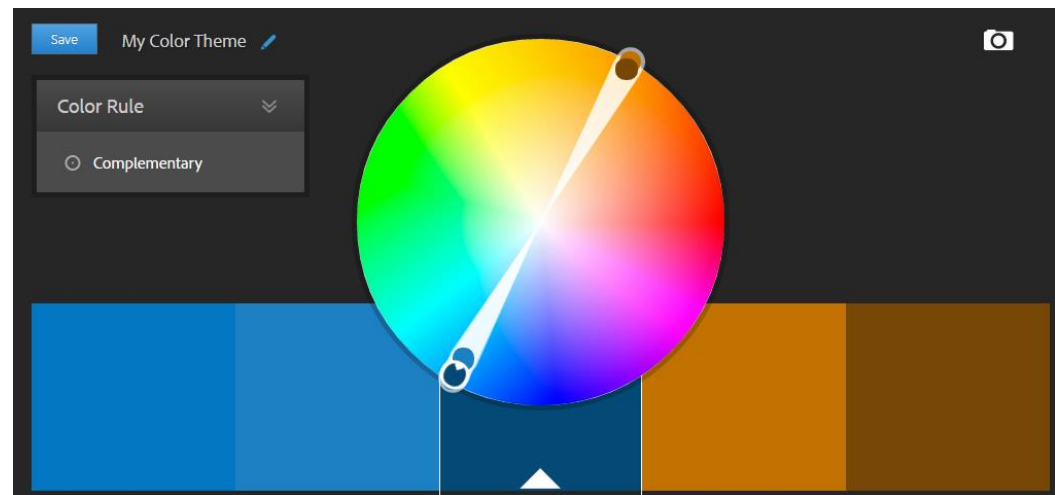
<http://www.visionaustralia.org/digital-access-cca>



Adobe Color

Helps choose complementary colours.

<https://color.adobe.com/>



WCAG2 Guideline 1.4: Distinguishable ✓



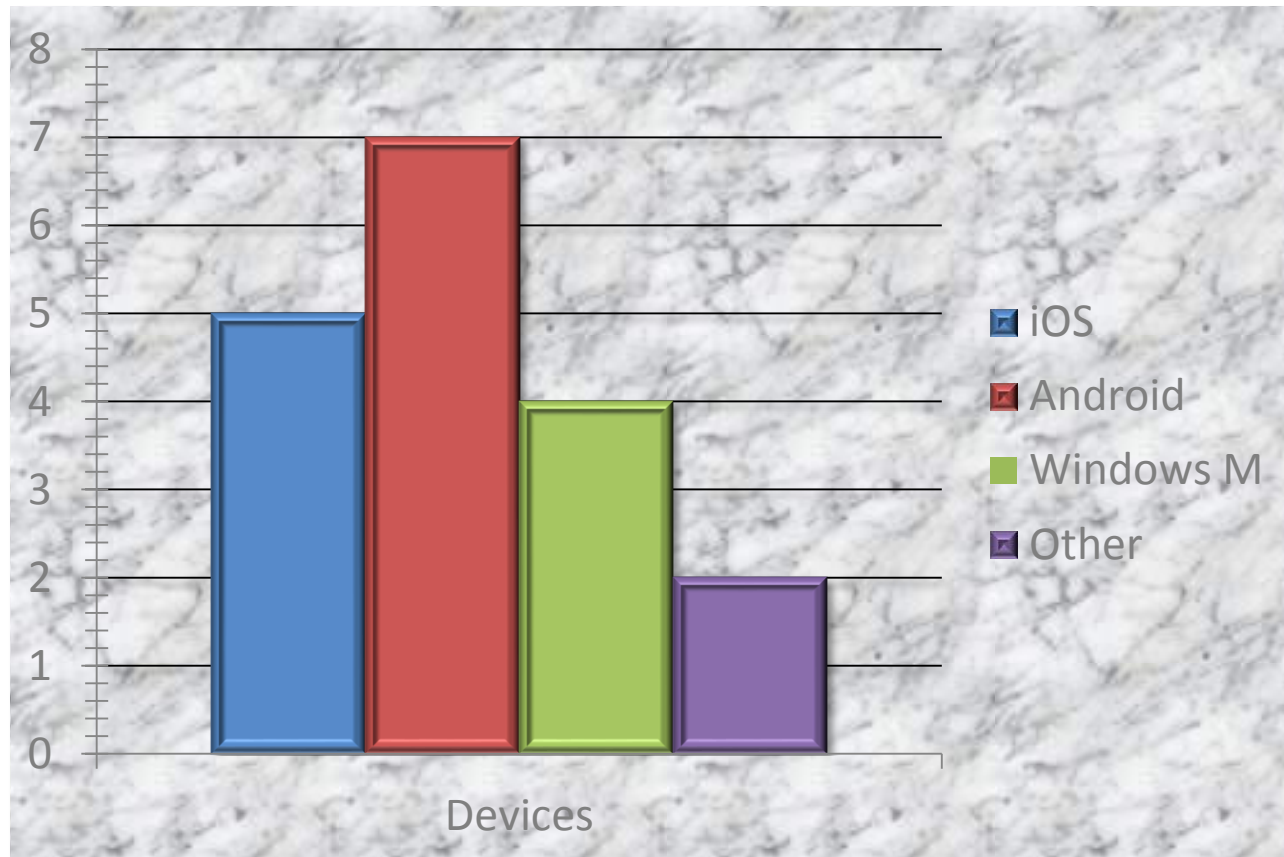
Make it easier for users to see and hear content including separating foreground from background.

- Use the set heading styles.
- Avoid busy backgrounds.
- Check your branding guidelines.
- Avoid poor contrast such as this.
- Use a colour contrast checker if unsure.



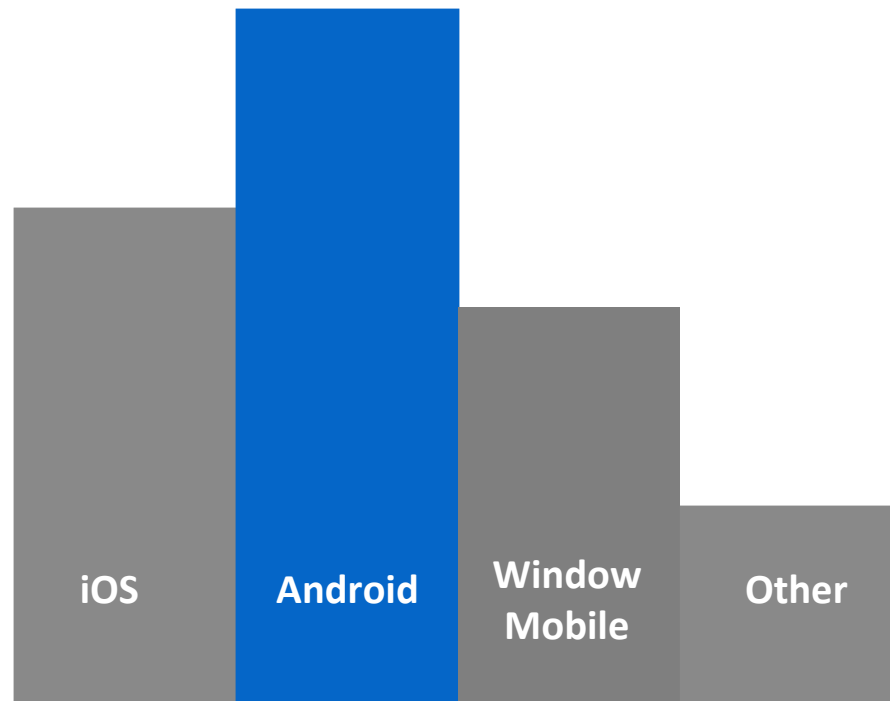
Colour Contrast Analyser

Using the Colour choosing tools to help you, make this chart more presentable, and in keeping with Durack styles.

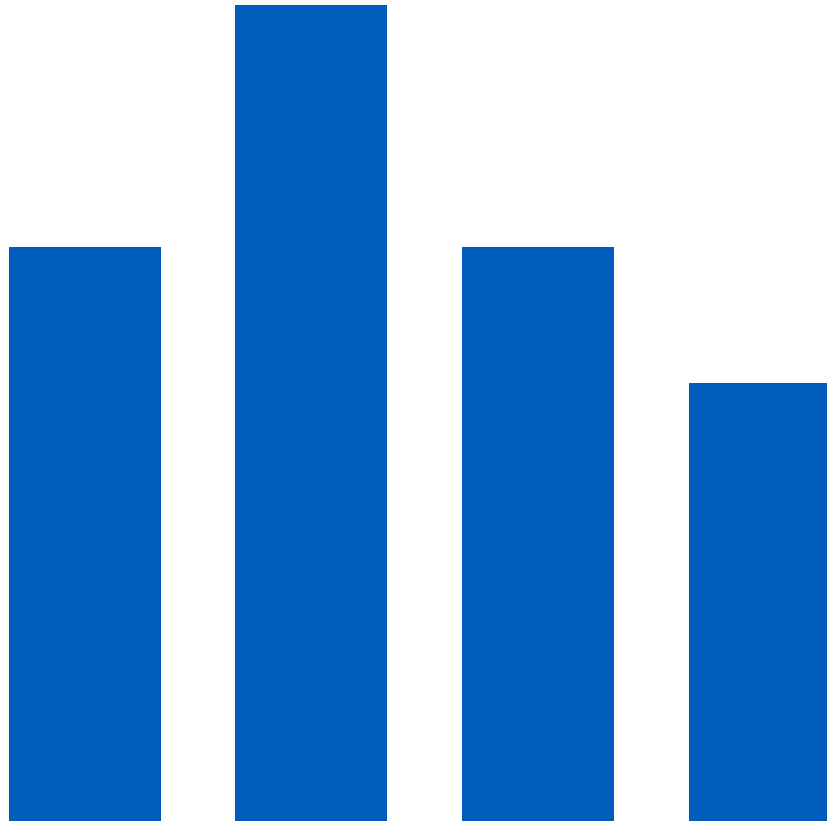


Colour Contrast Analyser

Using the Colour choosing tools to help you, make this chart more presentable.



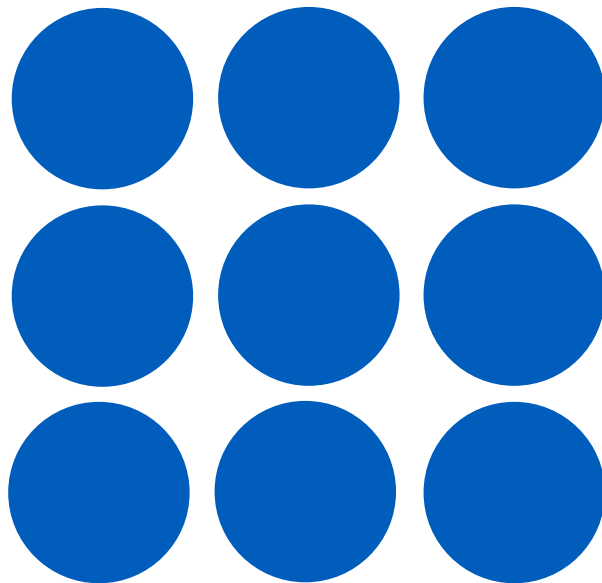
Most popular mobile device in class

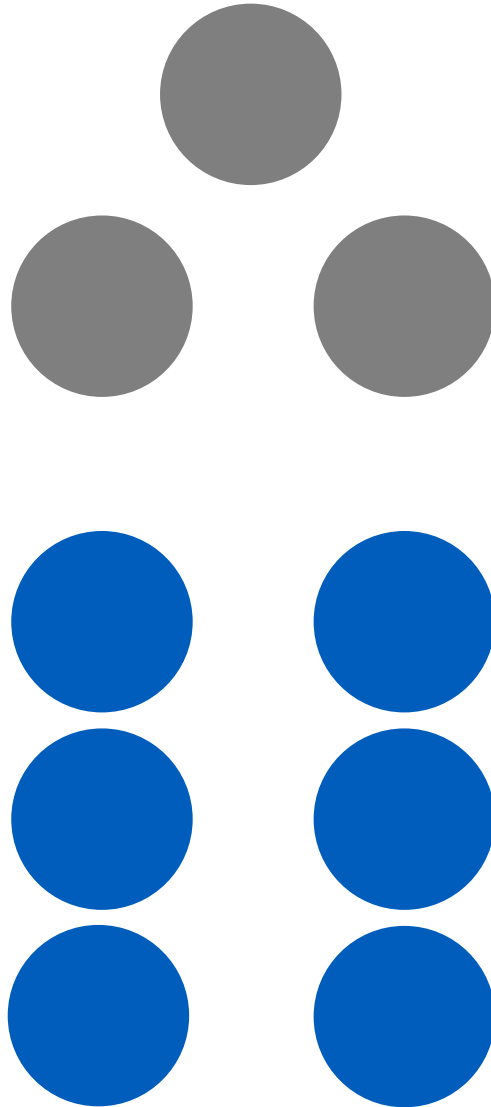














Geraldton is a coastal city in the Mid West region of Western Australia, located 424 kilometres (263 mi) north of Perth.

At the 2011 census, Geraldton had a population of 35,7 is the seat of government for the local government area of Greater Geraldton, which also incorporates the town large rural areas previously forming the shires of Green Mullewa.

The city is home to the Port of Geraldton,[2] a major w Geraldton is an important service and logistics centre f mining, fishing, Western Rock Lobster,[3] wheat, sheep industries. The Murchison Radio-astronomy Observato Facility[4] in Geraldton, operated by CSIRO provides s the Square Kilometre Array project located 315 km nor Geraldton. The Australian Army 2nd Division 13th Brigade Reserve Response Force maintains a presence and depot in central Geraldton. Geraldton has a Sister City relationship with Zhejiang, China.

Sub Menu 1

About

Sub Menu 1

Tourism

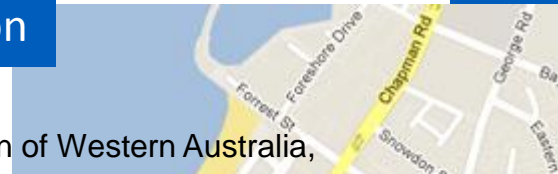
Sub Menu 1

Business

Sub Menu 1

Events

Accommodation





About

Tourism

Events

Business

Accommodation

Sub Menu 1

Sub Menu 1

Sub Menu 1

Sub Menu 1

About Geraldton

Geraldton is a coastal city in the Mid West region of Western Australia.

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File types to use online:

- **JPG/JPEG** – Full colour* images such as photos.
- **PNG** – Full colour* images plus transparency. Popular format for logos, buttons, and design elements.
- **GIF** – Flat shade images up to 256 colours. Can also handle transparency. Can be used for logos and diagrams with only a few flat colours.

*16 Million Colours.

File types to use online:

JPG



PNG



GIF



Drag images over this bar to see which has transparency

File types to use online:

All images were 451 x 429 pixels

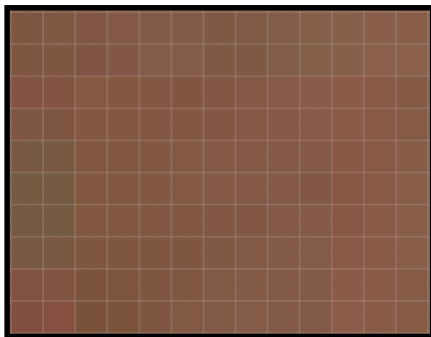
JPG = 133kb (high quality, low compression applied)

PNG = 195kb

GIF = 32.3kb

Pixels?

JPG



Spot the difference



Spot the difference



JPG
451 x 429 pixels
Maximum Quality
128kb



JPG
225 x 214 pixels
Maximum Quality
59.1kb



JPG
225 x 214 pixels
High Quality
33.7kb

WCAG2 Guideline 1.1: Text Alternatives



Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

- Learning material – alt text should describe what is contained or form a clear title linking it to the text.
- Button or control – must detail where the user will be taken or what will happen
- Design element – can have a null value of ""



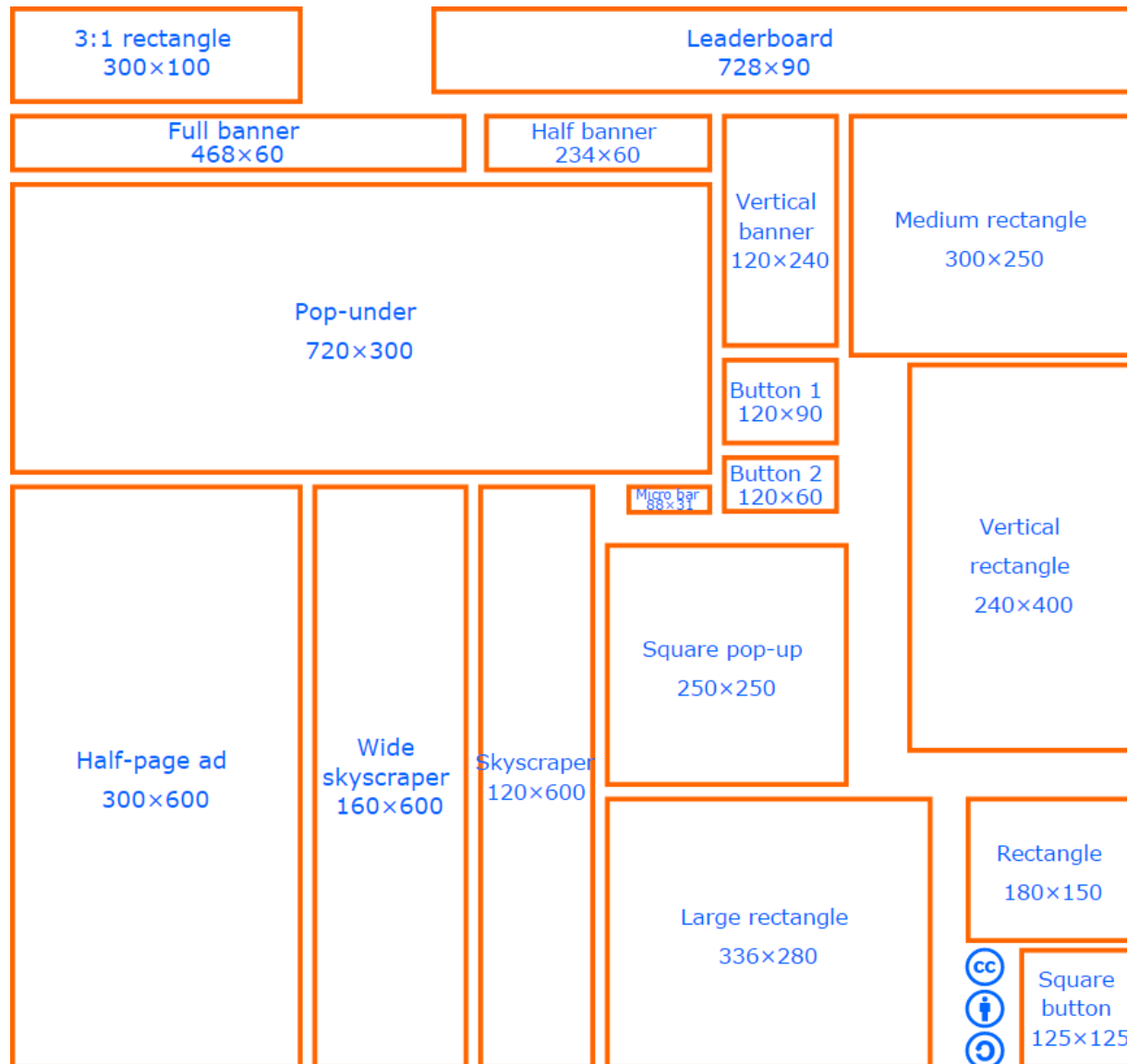
IP and Copyright

Just because it's on the internet, doesn't make it "free".

- Places to search for copyright safe images include
 - [Search.creativecommons.org](http://search.creativecommons.org)
 - pixabay.com
 - <http://www.morguefile.com/archive/>
- You should always
 - Check the licence of the image
 - Keep a copyright register detailing date and copyright or each resource
 - Include attributions

- Find images of Geraldton using the following sites.
 - [Search.creativecommons.org](http://search.creativecommons.org)
 - pixabay.com
 - <http://www.morguefile.com/archive/>
- Save a local copy.
- Using Microsoft Office picture manager, resize the images to the following:
 - Thumbnail size (~150px wide)
 - Larger thumbnail (~250px wide)
 - In text diagram/photo (~650 wide)
 - Full screen webpage (~800 wide)
- Try different compression settings.
- Try inserting an image into PowerPoint and giving it a text alternative.

Images – Web sizes guide







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Sub Menu 1

Sub Menu 2

Sub Menu 3

Sub Menu 4

About Geraldton

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Have a play

<https://community.articulate.com/e-learning-examples>

Design for online - summary

- Keep it clean;
- Keep it simple;
- Keep it compatible; and
- Keep it accessible.